(STUBPLAN)
1998 BPE PROMOTIONAL SYSTEM ENHANCEMENTS

The 1998 planning and execution process for national pack promotions will be different from the current 1997 methodology. The following information describes the changes in the planning process.

- Planning for 1998 promotions beginning with the second quarter will be captured by brand family and retail account using a new process called "STUB File Planning". The current process of planning each promotion from a newly generated model will be replaced with one model called a "STUB" that is generated for each brand family. The promotions coordinator will generate "STUB" planning reports and send them to field sales for SKU quantity changes by retail account. As the reports are received back into the ROU with quantity changes, the promotions coordinator will input the changes into the "STUB" files.

- Execution for a particular promotion begins with the "STUB" file generated in the above step being copied (as the model was last year) into a particular promotion. Promotion execution will now begin with SKU quantities by retail account that have already been planned in the "STUB" file. Accounts that have been added to the master list since the "STUB" file was created that meet the model criteria will be added to the promotion execution file and accounts that have been deleted will be dropped from the promotion execution file.

- The promotion reports for each individual promotion should continue to be sent out to field sales for evaluation of SKU quantities calculated for the new accounts added to their chains or territories. Changes to SKU quantities for the promotion will be minimal which should greatly reduce administration time required to execute the promotion.

- After the promotion is fully executed, the promotion file for the promotion completed will be copied over the existing "STUB" planning file. This will insure the latest changes to retail account SKU quantities are available in the "STUB" when the next promotion plan is ready to be executed.

- The remainder of the promotion execution process remains the same.

A new section is available in the BPE system called "Stub Plan Promotions". All the new "STUB" planning functions begin with the letter "K" and mirror the existing "N" functions used for current promotion planning. Please review new BPE system documentation on each new "STUB" planning function.

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(BPESTUBD)

BPE MODEL STUB SYSTEM FUNCTIONS

STB - Workplan StubPromotions

All BPE functions for 1998 workplan stub planning reside under this main function. Sub-functions for planning and reporting are described in detail below.

K30 - Stub File Planning Functions

All individual BPE functions for revising stub model allocations to retail accounts are located under this sub-function menu.

K31 - Modify Stub File using Master List

This function allows standard SIS master list look-up capability to assist in the selection of retail accounts for stub model allocation revision. This function has a limit of 2500 accounts for any given selection.

Instructions:

1. Select K31 function.
2. Select accounts for model allocation revision using the selection screen. Please use the SIS reference manual for master list selection instructions. Note: Account selection limited to 2500 accounts.
3. From scroll list of accounts selected, enter K31 as next function.
4. Select year of stub promotion.
5. Select specific stub promotion for model adjustment.
6. All accounts selected are displayed in a scroll list with model opportunity, suggested, revised, and extra quantities. The revised and extra quantities may be changed by typing a new number on an individual account basis. Press PF5 update to save the revised quantity changes.

Other update options are available using the PF keys listed below.

PF4 - Mass update
This function will allow mass update of the revised or extra quantities for the accounts selected. Select the revised or extra quantity for update.
Original suggested quantity - will reset all revised quantities to the original model quantity.
Add amount to account - will automatically add the user entered quantity to each account. This option available for revised and extra.
Subtract amount from account - will automatically subtract the user entered quantity from each account. This option available for revised and extra.
Default quantity - will default the user entered quantity into each account. This option available for revised and extra.
Press PF5 Update after using the mass update function to store changes

PF6 - Search for specific account in list
A pop-up window will be displayed that allows user entered account to be found within the selected group of accounts.

PF7 - Backward
Scroll selected set of accounts backward one screen.

PF8 - Forward
Scroll selected set of accounts forward one screen.

PF9 - Totals
Pop-up window will be displayed that contains total region opportunity, total region revised quantity, and total scroll list revised quantity for the selected promotion.

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K32 - Modify Stub File Qtys by Account

This function allows selection of individual retail accounts for model allocation revision. Each individual account number must be entered when using this function.

Instructions:

1. Select K32 function.
2. Select year of stub promotion.
3. Select specific stub promotion for model adjustment.
4. Enter specific retail account numbers for selection.
5. All accounts selected are displayed in a scroll list with model and revised quantities. The revised and extra quantity may be changed by typing a new number on an individual account basis. Press PF5 update to save the revised and extra quantity changes.

Other update options are available using the PF keys listed below.

PF4 - Mass update
This function will allow mass update of revised and extra quantities for all accounts selected using one of the following criteria.
Add amount to account - will automatically add the user entered quantity to each account.
Subtract amount from account - will automatically subtract the user entered quantity from each account.
Default quantity - will default the user entered quantity into each account,
and extra Press PF5 Update after using the mass update function to store changes

PF9 - Totals
Pop-up window will be displayed that contains total region revised quantity, and total scroll list revised quantity for the selected promotion.

K33 - Regional Stub File Maintenance

This function will display the first 2500 retail accounts or user selected retail account to start list of 2500 retail accounts within the sales region for model allocation revision.

Instructions:

1. Select K33 function.
2. Select year of stub promotion.
3. Select specific stub promotion for model adjustment.
4. Account selection can be limited by the revised SKU quantities or extra SKU quantities by choosing one of the quantity selection options listed. If no quantity option is selected, all accounts in the original selection will be displayed.
5. A pop-up window is displayed that will allow user entered account number to start selection. If an account number is not entered, the system will default to it's own selection set of accounts. Whenever the first scroll list is displayed, the next account number to be entered to continue the scroll list in order will displayed along the top line of the screen.
6. The first 2500 accounts are displayed in a scroll list with model and revised quantities. The revised quantity may be changed by typing a new number on an individual account basis. Press PF5 update to save the revised quantity changes. To continue with the next 2500 accounts, select the K33 function again and enter the starting account number described in step 5 above.

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Other update options are available using the PF keys listed below.

PF4 - Mass update
This function will allow mass update of revised and extra quantities for all accounts selected using one of the following criteria.
Original suggested quantity - will reset all revised quantities to the original model quantity.
Add amount to account - will automatically add the user entered quantity to each account.
Subtract amount from account - will automatically subtract the user entered quantity from each account.
Default quantity - will default the user entered quantity into each account,
and extra Press PF5 Update after using the mass update function to store changes

PF6 - Search for specific account in list
A pop-up window will be displayed that allows user entered account to be found within the selected group of accounts.

PF7 - Backward
Scroll selected set of accounts backward one screen.

PF8 - Forward
Scroll selected set of accounts forward one screen.

PF9 - Totals
Pop-up window will be displayed that contains total region allocation, total region revised quantity, and total scroll list revised quantity for the selected promotion.

K34 - Print Stub File using Master List

This function allows master list selection of accounts for printing promotion specific retail account planning sheets for selling reps and KAM's to make revisions to model allocations. Selling reps and KAM's should note changes on the workplan sheets and return them to the ROU for entry into the BPE system.

Instructions:

1. Select K34 function.
2. Select accounts for promotion planning worksheets using the selection screen. Please use the SIS reference manual for master list selection instructions. Note: Account selection limited to 2500 accounts.
3. From scroll list of accounts selected, enter K34 as next function.
4. Select year of promotion.
5. Select specific promotion for model adjustment.
6. Select drive period of promotion.
7. Select sort and break criteria for the report. To print the report in the same sequence as the BPE online system, place a '1' beside account number.
8. Press PF9 to submit the report.
9. The report will automatically be sent to the requested printer.

Report Output:

Selling Territory, Account Number, Retail Rep Territory, Account Name, City, State, Zip Code, Chain-Id, Segment, SIS Industry Volume, Vap Wholesaler, Stub Opportunity SKUs, Stub Suggested SKUs, Revised Stub SKUs, Extra Stub SKUs, Notes and Changes

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K80 - Reports

K81 - Print Accounts

A report that can be used in the planning process that reports retail account and SKU information.

Instructions:

1. Select K81 function.
2. Select year, sales level, independents or chains, and only chains within the region responsibility.
3. Optional parameters are available that limit the accounts selected by revised SKU quantities. If no options are selected, all accounts are reported by the above criteria.
4. Select specific stub promotion.
5. Select sort and break criteria for the report.
6. Press PF9 to submit the report.
7. The report will automatically be sent to the requested printer.

Report Output:

Sales Territory, Account number, Name, City, State, Chain-id,
Opportunity SKUs - model quantity without limits
Suggested SKUs - model quantity with limits
Field Revised SKUs - current revised SKUs during planning
Field Extra SKUs - extra SKUs planned by field for PM surround accounts.
VAP - denotes 'Y' or 'N' whether account is on VAP

K82 - Stub File Summary Report

Report will display total accounts, total SKUs, and total offers to assist coordinator during the planning process.

Instructions:

1. Select K82 function.
2. Select year, sales level, and region summary level (highest level available for region)
3. Select specific promotion.
4. Press PF9 to submit the report.
5. The report will automatically be sent to the requested printer.

Report Output:

Report is automatically divided into VAP, Non-VAP, total chains, total independents. Within each divided level are sub-level summaries by chain vs independent. The report display totals for each above level by number of accounts, opportunity SKUs, suggested SKUs, field revised SKUs, ROU revised SKUs, ROU extra SKUs.

K84 - Projected VAP Report

Report projects cases needed by wholesaler

Instructions:

1. Select K84 function.
2. Select year and sale level.
3. Select specific stub promotion.
4. Press PF9 to submit the report for printing.
5. The report will automatically be sent to the requested printer.

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Report Output:

Wholesaler account number, Wholesaler name, total accounts, opportunity SKUs, suggested SKUs, field revised SKUs, ROU revised SKUs, ROU extra SKUs.

K85 - Print Accts - Field Communications
Report will list retail accounts by territory and the number of SKUs for the selected promotion that each retail account is to receive.

Instructions:

1. Select K85 function.
2. Select year, sales level, independent/chains, and optional parameters for SKU quantities to be reported.
3. Select specific stub promotion.
4. Select the sort and page break criteria for the templates.
5. Press PF9 to submit the report for printing.
6. The report will automatically be sent to the requested printer.

Report Output:

Selling territory, retail territory, account number, account name, address, city, state, zip, account phone number, chain-id, vap wholesaler number, vap wholesaler name, template SKUs, vap wholesaler flag

K88 - Non-VAP Accounts Report
Report will list accounts that are not attached to a VAP wholesaler and report SKU information for selected promotion.

Instructions:

1. Select K88 function.
2. Select year, sales level, and region summary level (optional).
3. Select specific stub promotion.
4. Press PF9 to submit the report for printing.
5. The report will automatically be sent to the requested printer.

Report Output:

Selling territory, account number, account name, address, city, state, chain-id, opportunity SKUs, suggested SKUs, field revised SKUs, ROU revised SKUs, ROU extra SKUs.
Totals for each SKU column are also displayed along the bottom of the report.

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(97134DF)

1998 PROMOTIONAL ALLOCATION SYSTEM

Designed to:

- Begin the process of building promotion allocations from store level up to Region/National totals
- Lessen allocation administrative process by handling on a semiannual/annual basis vs. promotion by promotion
- Allocate the right quantity of offensive business building SKUs by brand to the right stores to provide each store the best opportunity to grow our business
  - Package oriented outlets (carton outlets excluded due to limited offensive trial opportunities)
  - # SKUs by brand in each store will likely vary based upon brand development and buyer dynamics

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1998 PROMOTIONAL ALLOCATION SYSTEM TIMELINES

- RBM to present 1998 Promotion Allocation System deck to Region management by 10/31/97. KAM's/AM's/DM's/SR's must understand the model sufficiently enough to be able to sell recommended quantities to their accounts.
- ROU prints and routes allocation worksheets to KAM's/AM's/DM's/SR's for their assigned accounts by 10/31/97. System print functions available to ROUs on 10/20/97.
- DM's should review training deck with SR's during Division Meeting or during work-withs by 11/14/97.
- KAM's/AM's/DM's/SR's should have completed worksheets returned to the ROU on or before 12/31/97. (Camel, Winston, DORAL).
- Salem model should be available around 12/1/97, additional information will be forwarded to each Region at a later date.
- ROU enters corrected quantities into the system by 1/9/98.

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1998 PROMOTIONAL ALLOCATION SYSTEM
WORKSHEET REVIEW PROCESS

STEP 1

- Review list to ensure all accounts that should be receiving our monthly package promotions are included. Accounts must meet the following criteria:
  - Package outlets included in the following segments: CN, GK, GS, LQ, OH, SF, TB, TG (NOT DG)
  - Accounts are included only if they have an S.I.S. industry volume of 100+ C.P.W. Accounts in the 75-99 volume range can be included only if they have a valid RJR contract.
  - Accounts that meet the above criteria that are not on the list may be added, accounts that do not meet the criteria should be removed.

STEP 2

- Review suggested SKU quantities for each account on each brand (Camel/Winston/DORAL):
  - If S.I.S. industry volume and A.I.M. data for the account is complete "Honor Thy Model and The Quantity It Giveth", no changes are needed on the worksheet.
  - If S.I.S. industry volume or A.I.M. data for the account is incomplete, recalculate the recommended quantities for each brand following the formula:
  - S.I.S. store volume x brand S.O.M. x priority designation P.V. level = cartons to be promoted/cartons per SKU (4) = recommended SKUs.

    Below .5 rounds down, .5 and above rounds up

    Corrected quantities should be listed in the "Field Revised SKUs" column on the worksheet.
- Accounts that are P.M. Exclusive or RJR lock-out should have no suggested SKUs on the worksheet if this information has been updated in the merchandising table.
  - If a P.M. Exclusive or RJR lock-out call has no quantity indicated in the "suggested SKUs" column, no change is necessary.
  - If a P.M. Exclusive or RJR lock-out call has SKU quantities indicated in the "suggested SKUs" column, you should indicate a zero under the "Field Revised SKUs" column and update the appropriate information in the merchandising table.
- Accounts where we do not want to promote, due to retailer abuse of our promotions should have the "No Promotion" indicator flagged in the merchandising table.
  - If an account we do not want to promote in has no quantities indicated in the "suggested SKUs" column, no change is needed.
  - If an account we do not want to promote in has quantities indicated in the "suggested SKUs" column, you should indicate a zero under the "Field Revised SKUs" column and update the "No Promotion" indicator in the merchandising table.

    Note: The "No Promotion" indicator will exclude the account for all promotions. This should not be utilized to try to exclude an account from a promotion for one brand family.

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STEP 3

- Review list to identify those Partner calls that should be allocated extra SKUs in defense of a P.M. Exclusive, RJR Lockout, and/or No Promotion calls located nearby.

  - Add up to a maximum of 2 additional SKUs in these accounts to protect our business. (Keep in mind that RJR business has probably already shifted from the P.M. Exclusive / RJR Lock-Out/No Promotion store to the surrounding Partner store and therefore it is reflected in the opportunity/suggested SKUs column). Region should set guidelines on what stores qualify to receive "extra SKUs".

STEP 4

- Review list to ensure all stores that have SKUs allocated also have a "y" indicator in the V.A.P. column. If account does not have a "y", then the master list should be updated with the correct V.A.P. wholesaler number and V.A.P. supplier number if applicable.

  - If the account does not participate in any RJR promotion but has a "Y" indicator in the V.A.P. column, then S.I.S. master list should be updated by removing the V.A.P. wholesaler number.

  - Please ensure that all V.A.P. wholesale numbers are reviewed for accuracy.

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